

SIERRA MADRE NEWS

VOL. IX.

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, SEPTEMBER 17, 1915.

NO. 51.

HOME-COMING PICNIC IS TREMENDOUS SUCCESS WITH IMMENSE CROWD

Surpassing expectations and records, the first "Home Comin Picnic" under the auspices of the Sierra Madre Merchants' Association proved to be far the greatest one-day celebration Sierra Madre ever staged. The attendance was large, interest was keen at every stage, every detail of the program was well carried out, and best of all was the spirit of hearty co-operation which animated the host of willing workers who joined forces to make the event a success.

Attendance was variously estimated from 1500 to 3000. Probably the latter figure is nearer right than the first. It is safe to say that from one-fourth to one-third of the crowd were out-of-town visitors.

Visitors Pleased

That the event was a success from an advertising viewpoint was made clear by the grateful expressions heard from visitors. They were gripped by the spirit of hospitality shown them. Their expressions of admiration for the town, its situation, its scenery, its beautiful school plant and the idea back of the Home Coming picnic were enthusiastic.

The visitors came in autos and by trolley. They drifted into town all day long, many to join old friends residing here and others simply as an exploring tour by themselves. They had seen the event advertised as an "open house" celebration and judging by their comments it surpassed all their expectations.

As the hour of two approached the fire whistle and the band drew the crowds together, and a large number assembled promptly at the school grounds. More kept coming all the afternoon and evening.

Addresses Popular

For the brief program of addresses the crowd assembled at the front of the school house, being seated in the patio and in the shade of the big trees. After a few band selections Mayor Moore introduced the speakers of the day, Messrs. Keinholtz, president of the Pasadena city planning association, and Dean George A. Damon of Throop College.

Mr. Keinholtz told of the work that his association has done to bring about cooperation between the numerous organizations of Pasadena in working for a better city. They now have fifty separate bodies united for the common cause. Their meetings resemble the old fashioned town meetings, where everyone has an opportunity to speak his mind on matters of common interest. He advocated the town meeting, held at least four times a year, as one of the very best means of bringing the government "back to the people," and securing cooperation of all elements of the community.

For a Better City

Dean Damon expressed the keynote of the whole celebration in his remarks on things that go to make a city worth living in. He said one of the most important discoveries of recent years was the "city mind," and the fact that every city has one, though some try to conceal it. Cities are like persons: they can usually get what they want if they only know exactly what they want and want it hard enough. One reason why most cities are built illogically and without regard to beauty or utility is the fact that they don't know what they want and accordingly lay no plans to accomplish it. They are accidental.

Because of his keen interest in Sierra Madre Mr. Damon said he was particularly glad of an opportunity to contribute his thought to the improvement of the community. He has a little camp near the Quarterway in the Little Santa Anita and often comes over merely to spend the night there. He said he had some suggestions to offer which he would prefer to have come from his audience, and if there was time to bring them out in that way he felt sure his hearers would put them forward. But for lack of time he would himself suggest a few things which might be advantageously included in the city's plans for the future. They might not be accomplished all in a season, but they were some of the things the city should make up its mind to have as soon as possible.

Plans for Future

Street tree planting. Pasadena has 80 percent of her streets planted and

has started to make it 100 per cent. Nothing adds more to the beauty of the city.

Ornamental lights on principal streets, the mark of a progressive city.

City portals, so improving the streets approaching Sierra Madre as to make the entrance inviting to strangers.

Extension of Orange Grove Boulevard from Pasadena to Sierra Madre, which is in a fair way of realization.

Improvement of vacant lots having weeds removed at least twice yearly.

A "Lookout Park" on the red clay knoll on the Mt. Wilson trail, a place for picnickers and trail hikers to rest in comfort and look down over Sierra Madre and the valley.

Improvement of trails, especially by planting trees for shade along the Mt. Wilson trail.

Swimming pool, centrally located so that business men can make use of it.

Better car service, the problem which every suburban town has always with them.

Sewer system.

Fourth of July celebration, to include graduation from a short course in citizenship for all persons who have reached voting age during the year.

Beautification of station grounds, at Baldwin Avenue and end of car line.

Intermediate school to take care of pupils between grammar grade and second year of high school.

Town meetings for discussion and agitation of community problems.

The applause which greeted the various points and suggestions offered by Mr. Damon made it evident that his address had scored a genuine hit.

Subsequent comment was most enthusiastic and indicated that the evening was working in a way to produce results.

Following Dean Damon, President Pierce of the Board of Education made some brief remarks, reviewing the early history of Sierra Madre and its development. He read an article which he prepared in 1882 for a guide book of Southern California, telling of the advantages of the new town then starting and making prophecies as to the future, many of which have since been fulfilled.

Feast and Fun

The feast which awaited the multitude at the conclusion of the races was a fitting climax for the afternoon. Estimates of the number fed varied from 1000 to 1500. There was enough and to spare, and the refreshment committee and assistants covered themselves with glory by their successful handling of the crowd. Ham and weiner sandwiches, baked beans, coffee, watermelon and grapes made up the menu which was devoured with evident relish. The scene in the school yard, with the happy hundreds seated at the tables and standing around was one long to be remembered.

Dance is Popular

Never has the Woman's club house been filled with a bigger, happier crowd than attended the dance at the club house. The feature was the old fashioned square dances, with W. C. Constant as floor manager. The younger generation were at a disadvantage, and for the most part had to take a back seat while their elders danced as they were taught years ago. The old fashioned dances were so new to many of those present as to be a welcome novelty. The number of strangers who remained through the evening and enjoyed the dance gave ample evidence of their appreciation of the day's hospitality.

MUST REGISTER FOR THE FALL ELECTION

All persons whose names are not now on the great register of voters must register by Saturday, September 25, if they wish to vote at the special election to be held October 25. Persons who have registered since January 1, 1914, and have not changed their place of residence, will not need to have their names enrolled again. Since the election is to vote on propositions only there is no need of declaring party affiliations. A new great register will be commenced January 1 and after that all persons will have to reregister.

Miss Eleanor Crawford spent Sunday with Mr. and Mrs. A. T. Gay. Miss Crawford is a secretary of the Y. W. C. A. of New York City. At present she has active charge of the management of the new Y. W. C. A. building which has recently been completed there. Miss Crawford and Mrs. Gay spent a few days of last week in San Diego seeing the fair.

WINNERS OF PICNIC RACES

Of course the races were the most exciting feature of the day. They were pulled off on Laurel avenue, while the band played in the shade of the sycamores in the school yard. The race results were as follows, donors of prizes being given in parenthesis:

50-Yard Dash

Boys Under 10 Years
1st: Skates (Hayes Hardware Store) Teddie Pierce.
2nd: Indoor Baseball (Ramharther's) Fred Heisner.
3rd: Baseball (Ramharther's), Harold Orde.

Boys Under 15

1st: Baseball Glove (Doucet), Harry Rhodes.
2nd: Football (Bergien Bros.), Stafford Sadler.
3rd: Bicycle Bell (Sierra Madre Garage), Kenneth Webb.

Married Men

1st: Half Side of Bacon (Swisher's Market), Fred Edwards.
2nd: Pint Milk, 1 Month (Bemay Dairy), A. L. Patton.
3rd: Sack Coal and Wood (S. M. Feed & Fuel Co.), N. T. Brown.

Single Men

1st: Fountain Pen (S. R. Norris), Harold Moore.
2nd: Haircut, Shave and Massage (Patton & Langley), Kenneth Saunders.
3rd: Silk Hose (M. Olsen), Wm. Seeley.

Girls Under 10

1st: Doll (N. Hill), Katherine Gabriel.
2nd: Doll (A. N. Adams), Florence Swisher.
3rd: Pencil Box (A. N. Adams), Dorothy Briggs.

Girls Under 15

1st: Tennis Shoes (1st Nat. Bank), Genevieve Garber.
2nd: Kodak Album (F. H. Hartman), Jane Black.
3rd: Lisle Stockings (1st Nat. Bank), Linda Schwartz.

Single Ladies

1st: Silk Stockings (Sadler & Co.), Queen Slater.
2nd: \$1 Box Stationery (News), Louise Frick.
3rd: Box of Candy (Ramharther), Minnie Bergien.

1st: 25-lb. Sack Flour (M. D. Welsher), Mrs. H. I. Hawxhurst.
2nd: Pint Milk, 1 Month (Live Oak Dairy), Mrs. Fred Edwards.
3rd: \$1 Laundry and Dry Cleaning (George Kehlet), Mrs. Rhodes.

Potato Race

1st: Sack of Potatoes (A. E. Griggs), R. H. Carter.

Race for Members of Merchants' Association

1st: Pearl-Handled Knife (S. M. Hardware Co.), G. L. Kelly.
2nd: Briar Pipe (S. C. Sharon), Henry Olsen.

Sack Race

1st: Chicken Feeder (A. Olsen), Kenneth Saunders.

Three-Legged Race

1st: 2 pairs Silk Hose (Andrews & Hawks), Saunders and Seeley.

Burro Packing Contest

1st: 5-lb. Pail Lard (Central Market), 2nd; 3-lb. Lard (Central Market).

The contest was declared a draw between John Boyd and C. E. Chantry who finished in almost exactly the same time and both gave fine exemplification of burro packing on one of the fine arts.

The Balboa picture film, "Neal of the Navy," mentioned in last week's paper, in which many Sierra Madre people took part, was shown at the Strand Theater, Pasadena, this week, and also in Los Angeles at several picture houses.

Lieut. and Mrs. Alfred Rockwood have returned to Sierra Madre after spending a few days at Hermosa Beach. Lieut. and Mrs. Rockwood have been living at Nogales where Lieut. Rockwood has been stationed. They will visit with Mrs. Rockwood's parents, Mr. and Mrs. J. T. Mason, for two months before they leave for Honolulu, where Lieut. Rockwood has been assigned for duty. Lieut. Rockwood has gone to San Francisco for a few days.

Announcement has been made of the marriage of Miss Bessie Bailey Jessup of Santa Cruz to Mr. Edward Pope Melvin, formerly of Sierra Madre, and a grandson of Mrs. S. Hawxhurst. Mr. Melvin graduated from the Sierra Madre grammar school and has many friends here. He is now manager of a music firm in Santa Cruz and actively associated as a solo cornetist with the musical life there. Mr. and Mrs. Melvin will make their home in Santa Cruz.

ORANGE GROVE PROVIDED FOR

Extension of Orange Grove Avenue from Pasadena to Sierra Madre has been included in the county road program for which the supervisors voted yesterday to call a bond election to pass on an issue of \$2,850,000. If the bonds carry this improvement will be effected without resort to the special assessment district plan. The estimated cost of this item of the county program is \$75,000. Its value to Sierra Madre is beyond compute.

U. S. Reserves to Be Asked

As a part of the new county road plan, Supervisor Hamilton secured adoption of a resolution requesting the federal authorities to set aside tracts of 15,000 acres each in the national forests of this county, in locations convenient to the proposed Mint canyon, Arroyo Seco and San Gabriel canyon roads, to be dedicated forever as playgrounds for the American people and for the safe refuge of birds, fish and other wild creatures, and also for use by this county for conservation purposes.

Women's clubs, labor organizations, chambers of commerce and other civic organizations and the officials of the various municipalities in the county are invited to co-operate with the supervisors in locating and naming these proposed additions to the property of the people.

Mountain Road Plan

As finally adopted the road program does not provide a highway across the Sierra Madre range to Antelope valley. As a substitute roads are proposed up the Arroyo Seco and up San Gabriel canyon to the summit of the range, and these are to be connected by a "sky line" or ridge road estimated to cost \$500,000. This change was made to avoid duplication of state highway plans. It is expected that the state highway will then be built from the Antelope valley side of the range to connect with this road at the summit of the range.

FIRST CONGREGATIONAL CHURCH

The pastor will preach next Sunday morning and evening. Subject in the morning: "The Greatest Standing Army in the World." In the evening: "The Inside of a Soul." The sermon at the morning service will be of special interest to teachers and college and high school students, to whom a special invitation is extended.

The Sunday school is now in full swing. There will be classes for all and all are invited. An attendance of 150 is the mark set for the first Sunday of October.

FRED STAFF, Pastor.

Sierra Madre Directory

CITY OFFICIALS

BOARD OF TRUSTEES—J. M. Beard, Chairman, Louis Dietz, Arthur Johnson, Jr., F. D. R. Moore, L. E. Steinberger. Regular meetings in City Hall, second and fourth Thursday evenings of each month. City Clerk, C. H. Ferry. Attorney, C. C. Montgomery, Treasurer, Carlton J. Pelger, Marshal and Sheriff, Superintendent, A. M. Udell, Engineer, Wm. F. Bixby, Supt. Water Dept., Franklin Biederman.

BOARD OF HEALTH—Dr. R. H. Mackerras, Chairman, Franklin Biederman, Secretary, J. A. Osgood, A. N. Adams.

BOARD OF TRADE—Meets second Monday at 8 p. m. in City Hall. President, J. A. Osgood; Vice-President, H. T. Fennell; Secretary, E. F. Ballou, Treasurer, F. W. Nuetzel; Directors, J. A. Osgood, H. T. Fennell, C. J. Pelger, J. F. Sadler, J. N. Hawks, T. M. Webster, George B. Morgridge.

PUBLIC LIBRARY

SIERRA MADRE FREE PUBLIC LIBRARY—Central Ave., between Lima and Park. Open each weekday from 1:30 to 5:30 and from 7 to 9 p. m. Mrs. F. B. Wheatly, Librarian. Municipal Library board—George B. Morgridge, Chairman, Mrs. E. T. Pierce, Secretary; Mrs. L. E. Steinberger, H. J. Potter, J. A. Osgood.

FRATERNAL

SIERRA MADRE LODGE NO. 408, F. & A. M.—Stated meeting first Tuesday in each month. All visiting Masons welcome. Masonic Hall, Club House, West Central, Dr. R. H. Mackerras, W. M.; C. W. Jones, Secretary.

SIERRA MADRE CHAPTER, O. E. S. NO. 299—Meets first Monday of each month in Masonic Hall, West Central, at 8 p. m. Visiting members welcome. Mrs. Sylvia Merrill, W. M.; Mrs. L. M. Coapman, Secretary.

CHURCHES

CONGREGATIONAL CHURCH—Central Avenue at Hermosa. Rev. Fred Staff, pastor. Sunday School, 9:45 a. m.; morning worship, 11 a. m.; Junior Endeavor, 3 p. m.; Intermediate Endeavor, 4 p. m.; Christian Endeavor, 6:30 p. m.; evening worship, 7:30 p. m.; mid-week prayer meeting, 7:30 p. m.

CHURCH OF THE ASCENSION (Episcopal)—Dr. George H. Cornell, Rector. Residence, The Rectory, Phone Black 3. Sunday school, 9:45 a. m.; Morning Prayer, 11 a. m.

REMARKABLE OPPORTUNITY IF YOU WANT AN AUTO FREE

The Sierra Madre News Makes Extremely Liberal Offer of Valuable and Worth-While Awards to Those Possessing Ambition and Energy

READ THE BIG AD ON ANOTHER PAGE FOR PARTICULARS

Popular Ford Touring Car as Grand Capital Award and Many Other Handsome Prizes to Be Given Away By The Sierra Madre News

You have something to feel thankful for if you reside in Sierra Madre or this vicinity.

Not because the sun shines brighter, not because the grass grows greener, or that the flowers are prettier right here than anywhere else, or that we have "Home Coming Picnics," but because you must live in Sierra Madre or this vicinity to be the lucky winner of the new 1916 Ford touring car which will be given in the next few weeks.

Elsewhere in this edition a page announcement tells the story of the Sierra Madre News big Subscription Campaign. Read the announcement about the free touring car, the beautiful Victrola and other prizes which will be given away.

Prizes Worth \$1000

Our plan is to conduct an extensive publicity campaign through this medium. In return for the tremendous advertising which will result for the paper and for the subscriptions that we will receive almost one thousand dollars in valuable prizes and commissions will be distributed.

First in the list of prizes is the popular Ford touring car. There is no use going into details in describing the "Ford," as every one knows its qualities. We have purchased this car from the Sierra Madre garage who are the local Ford agents in this territory. This prize will be awarded to the person securing the greatest number of votes at the close of this offer which will be approximately eight weeks. Other ambitious men and women will be rewarded with grand prizes, the value of which will depend upon the number of votes they have. No one will lose—all who do not win a prize and who make a cash report each week will receive a cash commission of twenty per cent of the amount turned in by them.

We are also going to award some special prizes which will be announced in the next issue of this paper.

Work Will Count

Votes are free and nothing but votes will win. Send in the free coupons which will appear in the News for a short time, and get your

friends and neighbors to take or renew their subscriptions to the News. Back subscriptions, renewal subscriptions and new subscriptions will count votes (see schedule). The subscription way is the quickest way to stack up votes. Votes—that will win the Ford and one of the special prizes.

Send in your nomination today and receive full information and instructions free. Don't hesitate, for this is an opportunity that won't present itself every day. But write, call or phone at once to the campaign department of the News. The 'phone number is Black 42. The nomination coupon will also give you a start of 5000 votes if you decide to continue and win the Ford.

LOCAL SCHOOL OPENS MONDAY

Registration is in progress today both at Pasadena high school and at the local grammar school for the coming year's work. School sessions will begin on Monday, and with registration completed all classes will begin regular work on Tuesday.

The teaching force in the local school will be the same as last year, the roster being as follows:

Faculty

R. W. Maltbie, Principal, Sloyd, 8th grade.
Bertha M. Carson, Music, 7th grade.
Blanche P. Goudy, 5th and 6th grades.
Minnie Gardner, Handwork, 3rd and 4th grade.
Matilda H. Thompson, Drawing, 1st and 2nd grade.
Mrs. Lulu M. Miller, Household Economics.
Frances E. Newton, Kindergarten Director.
Muriel A. Stratford, Kindergarten Assistant.

ALL HUNTERS MUST CARRY THEIR LICENSES

Hunters in California must carry their licenses with them, according to a new rule of the Fish and Game Commission. It has been a common practice, when hunters were in a hurry to go where they could be secured, to remit the license fee by postal or express order, and the game warden, along for every abuse which could be made out to correct the order.

The California Fish and Game Commission will not receive receipt for money paid in lieu of hunting or fishing license.

All persons holding such receipts must procure legal licenses or they will be liable to arrest.

Hunting License Act: Section 1. "Every person in the State of California, who hunts, pursues or kills any of the wild birds or animals, excepting predatory birds or animals, without first procuring a license therefor, as provided by this act, is guilty of a misdemeanor."

Anglers' License Act: Section 1. "Every person over the age of eighteen years who, in the State of California, takes, catches, or kills any game fish for any purpose other than for profit, without first procuring a license therefor, as provided in this act, is guilty of a misdemeanor."

Section 431 of the Penal Code provides: "Every person who uses or gives any receipt, except that prescribed by law, as evidence of the payment of any poll tax, road tax, or license of any kind, or who receives payment of such tax or license without delivering the receipt prescribed by law, or who inserts the name of more than one person therein, is guilty of a misdemeanor."

HOME OF TRUTH

"The Flesh Profiteth Nothing" is the subject of the discourse to be given Sunday at the Home of Truth, corner of Auburn and Carter, at 3:30 p. m. Everyone cordially welcome. Harriet C. Hamor, speaker. All children are invited to the Sunday school which is held at 2 o'clock.

PROFESSIONAL CARDS

R. H. Mackerras, M. D.

Office 154 W. Central Ave.
Residence
Phone Main 53 138 W. Central Ave.

LLOYD L. KREBS, M. D.

Office, 4 N. Baldwin. Phone Main 60
Hours: 11-12-2-3
Res. 72 W. Alegria Phone Main 111

DR. E. L. JACKSON

Physician and Surgeon
Phone Red 76
Office and Res. N. W. Cor. Auburn and Highland

George W. Groth

Physician and Surgeon
Osteopath
Blue 144 N. Baldwin

A. J. RUST

DENTIST
308 Higgins Building, Cor. Second
and Main, Los Angeles; office hours
10-12; 2-4. Office phone, Main 7011

A. J. CASNER

DENTIST
Hours 8 to 12 A. M.
Residence Phone Red 19
Cor. Baldwin & Central Green 100

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HERE AT HOME

Mrs. E. H. Law is spending two
weeks in San Francisco.

Mr. and Mrs. E. C. Carhart are
spending a few days in San Diego.

Clarence Hyde of Seattle was a
guest of George E. Preston and family
last Friday.

Mrs. William Miller and Mrs. El-
leanor Bourne are guests of friends in
Los Angeles for a week.

Miss Maybelle Caley spent the
week end visiting her mother and
sister at Santa Monica.

Mr. and Mrs. J. T. Mason have re-
turned to Sierra Madre after several
days at Hermosa Beach.

Dr. and Mrs. G. H. Cornell enter-
tained a few friends over Thursday
for the home coming picnic.

C. C. Nourse returned this week
after spending a week in San Fran-
cisco visiting the exposition.

Mr. and Mrs. S. H. Myers of Oma-
ha were guests of Mr. and Mrs. C. C.
Montgomery over the week end.

Mrs. T. M. Webster and two chil-
dren returned last Friday from a
week's outing at Hermosa Beach.

Mrs. Margaret Langton and family
have moved to their cottage on Ra-
mona avenue, which they have been
remodeling.

Mr. and Mrs. G. H. Letteau re-
turned to Sierra Madre Thursday
after spending two weeks at Her-
mosa Beach.

Mrs. G. T. Hawkins of Los Angeles
was a guest of A. E. Griggs and fam-
ily yesterday, and attended the home
coming picnic.

Mr. and Mrs. M. O. Mathews and
daughter, Miss Mabel Mathews, will
be guests of Dr. and Mrs. Fairbank
for several days.

Mrs. Bert Holmes and Miss Louise
Frick of Memphis, Tenn., were dinner
guests of Mr. and Mrs. F. W. Nuetzel
Thursday evening.

Mrs. W. E. Walker and Miss Gladys
Walker are spending several weeks at
Ocean Park. Mr. Walker spent the
week end visiting them.

Mr. and Mrs. J. H. Finney and Mr.
and Mrs. John McNeal of Los An-
geles were dinner guests of Mr. and
Mrs. L. L. Triple on Sunday.

The Misses Elsie and Gladys Krafft
entertained a number of Los Angeles
and Pasadena friends with a moun-
tain party over the week end.

Sam Graham has returned to Si-
erra Madre to resume his school work
after spending the summer with rela-
tives in Lake Providence, La.

Miss Hazel Woodward and her
sister, Mrs. Stanley Lambert, left
Thursday evening for San Francisco
where they will spend two weeks.

Julius Schoenthal, who was a resi-
dent of Sierra Madre four years ago,
has been spending the week at the
Auburn house and visiting old friends
here.

The venerable S. S. Casad will
leave on the 23rd for Kansas where
he will visit his sons. Although in his
ninety-first year he will make the trip
alone.

Marshall Wright and Laurance
Nourse stopped over in San Fran-
cisco Saturday on their way to school.
They spent the day in seeing the ex-
position.

Miss Minnie Gardner and Miss
Bertha Carson returned to Sierra
Madre yesterday to resume their
duties in the Sierra Madre public
schools after spending two months in
Berkeley and San Francisco where
they attended the summer school of
the University of California and vis-
ited the exposition.

Mr. and Mrs. Wallace Nicoll of
New York City have taken the Mead
house on South Madison avenue. They
expect to reside in Sierra Madre the
coming year.

Mrs. Nightingale and her sister,
Mrs. F. C. Taylor, Miss Elizabeth
Steinberger and Robert Steinberger
spent Saturday, Sunday and Monday
in San Diego attending the fair.

Mrs. L. E. Lytle has just returned
from a two months' trip to the San
Francisco fair and Berkeley, where
she visited her daughter, Mrs. Har-
riett Noake, for some weeks.

Miss Janet Stevenson returns to
Sierra Madre Saturday after spend-
ing a week in San Francisco visiting
the exposition. She will return home
to La Jolla the first of next week.

Mrs. F. P. Baugh and her sister,
Miss Hilda Humphries of Los An-
geles, were in San Diego this week
seeing the fair. They visited friends
at Oceanside on their return home.

Mrs. George Leaming, Mr. Harry
Leaming, Mr. J. L. Nichols and Mrs.
Andrew Roland left on Friday on the
steamship Bear for San Francisco
where they will spend several weeks.

Mrs. C. E. Cook and Miss Gertrude
Cook arrived home on Thursday night
after spending a month at San Diego.
Miss Cook will resume her school
duties at the pretty new school house
on Rose avenue, Lamanda Park, to-
day, when the pupils will register for
the coming term.

Nelson H. Greene of Moline, Ill.,
and Mr. and Mrs. W. J. Shealy of
Salt Lake City were guests of Dr.
and Mrs. Fairbank Wednesday. Mr.
Greene is on his way home after at-
tending the bankers' convention in
Seattle. Mr. and Mrs. Shealy have
been spending the summer months
at Ocean Park.

Phil Carter and Chet Houston re-
turned Tuesday after a six weeks'
hunting trip in the Yosemite country,
Sequoia Park, and as far north as
the Stanislaus river. The entire trip
was made by automobile. A five-point
buck was brought down by Mr. Car-
ter. They spent several days in San
Francisco before returning to Sierra
Madre.

Miss Sylvia Poole has completely
recovered from her recent illness and
has returned to the home of N. W.
Tarr. Her sister, Miss Helene Poole
of Cairo, Ill., who has been staying at
the Tarr home during the past two
months, will leave shortly for Los
Angeles where she will live while at-
tending school this winter at Manual
Arts High School.

Friends of Mrs. Benjamin Moody
who spent the summer here with her
brother, Mr. J. C. Dickson, will be
sorry to learn of the accident which
befell her while visiting the ex-
position at San Francisco. While at the
hotel there she stumbled and fell,
breaking her wrist and elbow, an un-
pleasant ending to her otherwise
pleasant trip to the coast.

Mr. and Mrs. Convers Twycross
will leave tomorrow morning for a
week's stay in San Francisco where
they will visit the fair. Mr. Twy-
cross's father, Mr. S. R. G. Twycross,
will leave for San Francisco tomor-
row night. He will join Mr. and Mrs.
Twycross there, spending four days
with them seeing San Francisco and
the fair.

Attorney Loren N. Wood who has
been taking the "Banker's Tour de
Luxe" from New York to Seattle,
met with an accident to his arm while
en route and was detained in Seattle.

His mother, Mrs. E. Wood Davis, who
has joined him at San Francisco, will
accompany him to Los Angeles, to be
met there by his aunt, Mrs. L. N.
Littleton, on the 19th.

**Sparkling Program Prepared for
Red Cross Benefit Vaude-
ville Performance**

A great array of talent has been
secured for the Red Cross benefit en-
tertainment to be given Friday eve-
ning, October 1. It promises to be
of unusual interest socially as well as
musically. Many of the prominent
women of Sierra Madre will act as
patronesses. The performers, who
are all kindly donating their services,
are well known here and elsewhere.
It is only through the personal friend-
ship of members of the Red Cross
organization and others interested
that it has been possible to arrange
such a program.

Among those who have already
agreed to take part is Miss Lalla
Fagge, well known violinist and
daughter of Mrs. C. R. Fagge, presi-
dent of the local Red Cross branch.
Mrs. Willis Tiffany is remembered
with pleasure by reason of her solo
work at the spring flower festival,
and through the efforts of Mrs. L. L.
Krebs will again be heard on this
program. Ethel Fitch Miner of New
York, who recently alternated in the
role of the opera "Fairyland," will
sing an operatic selection. She will
visit with Mr. and Mrs. L. N. Legen-
dre who are old time friends. A well
known entertainer, Mr. H. Murray of
Los Angeles, will offer a lighter mu-
sical number. Mr. Argyle Tully of
Sierra Madre, well known as a vaude-
ville performer and a brother of
Richard Walton Tully, promises a
"black face" stunt which will un-
doubtedly score a hit. Announce-
ment of other numbers which are in
preparation will be made later.

Peculiarities of Russian Winters.

There is one curious thing about a
Russian winter—in the latter part of
October or the beginning of November
the weather will be quite mild. Not a
sign can be seen of an approaching
change, when suddenly, without any
apparent warning, a light haze will be
seen in the northern sky, and in twenty-
four hours the thermometer may fall
50 degrees. The change is so sud-
den and violent that travelers are fre-
quently frozen to death before they
can gain shelter. It has occurred that
farmers out looking after their flocks
have been caught in one of these bliz-
zards and, missing their way home,
have lost their lives, their bodies re-
maining under the snow until spring.

Mixed.

Mrs. Exe—Your maid is too familiar.
You should make her always keep her
place.

Mrs. Wye—If I made her keep her
place she'd quit her job.—Boston Tran-
script.

LISTEN! LISTEN!

Have any of your folks had your
chickens, pets or homes photo-
graphed? Let Cornuelle take them.
Children's pictures a specialty. Phone
Black 101. 51*

Buy a coupon book and get 5 per
cent discount on your laundry. Books
of \$3.00, \$5.00 and \$10.00 denomina-
tions.

MONROVIA STEAM LAUNDRY.

The Monrovia Steam Laundry is now
giving Sierra Madre a daily service.

DRY CLEANING

Men's Suits, 2 or 3 pieces, \$1.
Ladies' Suits, \$1.25 and up.
All Work Guaranteed.
GEORGE KEHLET
Black 79. Agt. Troy Ldry.

Transfer and Express

J. C. WHYTE

Phones Main 50 and Green 85

Office, Griley's Store. Kerosene Court

Crown City Laundry

Daily Service for Sierra Madre

**Wet Wash
Rough Dry Work
Dry Cleaning**

All Work Guaranteed

H. T. QUAST, Agt. Green 75

PAY CASH and SAVE MONEY

Where we save you money, some

NORRIS' CASH STORE

Every Day Cut Prices

2 cans Dunbar's Barataria Shrimps	.25
2 pkgs. Krinkle Corn Flakes	.15
2 pks. Grape Nuts, our price	.25
1 lb. Girger Snaps, reg. price 15c	.10
1 pkg. Gold Medal Oats, reg. 15c	.11
7 bars Cotton Boll White Laundry Soap	.25
1 doz. Thin Blown Table Tumblers	.60

Specials for Saturday Only

1 lb. Best Creamery Butter	.32
3 cans XXXX Milk, large size	.20
7 lbs. Fancy Bellflower Apples, 4 tier	.25
Boiling Beef, the lb.	.10
Swift's Eastern Bacon, the lb.	.25

CASH BEATS CREDIT

PHONE BLACK 12

S. R. NORRIS, Prop. of the

Sierra Madre Dept. Store

Business Notice!

Say Mr.—that new home you intend to build,
let us consult you as to plans and costs. We
can show you dozens of fine bungalows Mr.
Thompson has built, both in Monrovia and Los
Angeles. And Tucker knows how to decorate
them in fine shape.

Thompson & Tucker

Builders and Contractors

Established in Sierra Madre 1888

Office, Baldwin Ave., near P. E. Depot
Phone Blue 75
Residence Suffolk Avenue
Phone Green 80



WHY do you start the day off with a cereal? Why do you give
well cooked cereals to children? Because there's health in
good cereals. Our line of fine groceries includes all the pop-
ular cereal foods, most of which you are familiar with.
We have specials in them every once in awhile.
Everything in best grades of groceries.

A. E. Griggs GROCER

Main 46

Bank Bldg.

Sierra Madre Realty Co.

L. DIETZ, Manager

No. 10 North Baldwin Ave. Opposite P. E. Station

Real Estate for Sale, Rent or Exchange

**Insurance, Loans
Investments**

Office, Green 22

Residence, Red 24

S. R. G. TWYCROSS

TRANSFER, AUTO AND CARRIAGE SERVICE

Real Estate, Insurance, Loans, Notary

Res. Black 11. Office Green 2

Baldwin and Central

Waterman's Ideal Fountain Pens at
The News Printery, The Gift Shop by the Post Office

Free—Free One more week ending Sept. 25

We will positively give away
free three 18x36 Huck Towels
with every cash purchase of \$1.00

Watch the Show Window

M. OLSEN

The Shoe Man

Phone Green 38

12 North Baldwin

Sierra Madre News Announces A Wonderful Circulation Campaign!

For Ladies and Gentle-
men, in which almost

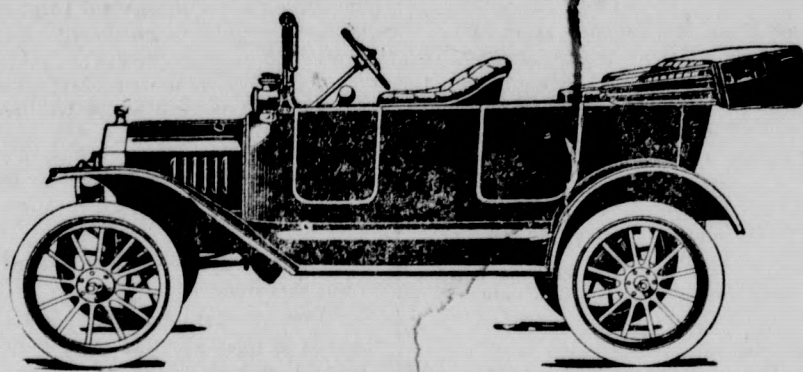
\$1000 IN HANDSOME PRIZES

Will Be Awarded
Absolutely FREE

GRAND PRIZE—A 1916 Model Ford Touring Car Fully Equipped!

Third Grand Prize

**Scholarship
in the
Sayres
Business
College**



**1916 Ford Touring Car
Purchased Sierra Madre Garage**

Fourth Grand Prize

**An Elegant
Gold Watch
Standard
Movement
20 Year Case**

**Read the Following Explanation Carefully, and then, If You Do Not Understand
Everything Phone, Write or Call On the Campaign Manager**

HOW THE PRIZES WILL BE GIVEN

The 1916 FORD, the Grand Prize, will be given to the candidate who has the largest number of votes at the close of the campaign. The VICTROLA will be awarded to the candidate who has had the second largest number of votes. The BUSINESS COLLEGE SCHOLARSHIP goes to the candidate having the third largest number of votes, and the GOLD WATCH goes to the candidate having the fourth largest number of votes.

HOW TO SECURE VOTES

Votes may be secured by getting people to subscribe or pay their subscription accounts to the NEWS and by collecting the Free Coupons good for 25 votes which will appear in the NEWS for a short time. Any cash subscription to the NEWS will count votes, whether it is a new subscriber—or the payment of old subscription account. Subscribers from any place will count.

HOW TO ENTER AND WIN

Anyone of good moral character is eligible to enter the campaign. Men as well as women may enter the campaign by filling out and sending or bringing in the nomination blank which appears at the bottom of this issue.

As soon as you have been nominated you will be credited with 5000 votes and we will send you the necessary supplies.

Those wishing to enter should lose no time in sending in their nomination as an early start naturally gives a candidate an advantage over competitors.

After you have been nominated, the next thing to do is to get out among your friends and acquaintances and get their subscriptions or their promise to give them to you and have them save the free coupons good for 25 votes which will appear in the NEWS for a short time.

A little trial on your part will soon convince you that it is no matter to secure thousands of votes. Try two or three and see how you get along. We know from experience that only ten per cent of those nominated will start. The rest of workers will eventually simmer down to those who are running for the FORD.

GOOD FOR 25 VOTES

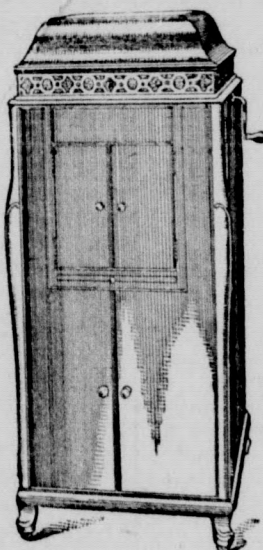
For M.....

Address.....

This coupon when filled out and delivered to the Contest Manager of Sierra Madre News, Sierra Madre, Cal., is good for 25 votes. Clip neatly around the black margin and do not fold, wad or roll.

Clip this Coupon and send it in Today.

Second Grand Prize



HANDSOME \$75 VICTROLA
It's cabinet size. Purchased from
M. C. DOUCET, Agent for
Victor, Columbia and Edison Talking Machines.

NO LOSERS

All who fail to win a prize and who make a cash report each week of the campaign will receive 20 per cent of the amount turned in by them.

ONE OF THESE PRIZES IS YOURS FOR THE GRASPING

Wouldn't you be willing to put in a few weeks' pleasant work among your friends for the pleasure of owning a new 1916 FORD or one of the other handsome prizes?

The very best time to start is right NOW. Get into the big campaign before some competitor has worked the field and secured the cream of business. An early start means easy winning. Nominate yourself and get busy at once. Your friends will be only too glad to help you win one of these prizes, when they see you are willing and eager to help yourself. It's the history of every campaign that the early and persistent workers are usually winners. It isn't going to win you the FORD if you only "think" about entering or "wish" you were one of the winners. Start "NOW." Clip the coupon and send it to the NEWS office. Come in and talk the matter over with the campaign manager.

Get busy "NOW" and be a winner.

CONTEST RULES AND PLANS

The Campaign Manager reserves the right to decline any nomination.

No employee of the NEWS office will be allowed to compete in the nomination.

Candidates may nominate themselves, or their friends may do this for them.

Votes may be procured by turning in cash subscriptions to the NEWS and by clipping the free coupon from the paper.

To enter the name of a friend, fill out the nomination blank and mail it to the campaign manager for the NEWS. They will be credited with 5,000 votes.

All questions and interpretation of the rules of the campaign will be settled by the campaign manager.

Cash subscriptions on which votes are to be issued must be turned in to the campaign department before votes are cast thereon.

In case of a tie between two or more candidates, the prize or prizes tied for will be awarded jointly.

All candidates who work to the close of the campaign, making cash reports each week, and who do not win a prize, will receive twenty per cent commission on all money turned in by them.

Votes are not transferable after having been issued.

Every subscription paid into the office during the campaign entitles the subscriber to the votes according to schedule on this page.

SCHEDULE OF VOTES

Showing the value of subscriptions in terms of votes. Subscribers are people who are now taking the NEWS, and new subscribers are people who are not taking the NEWS at present.

Old Subscriptions—	New Subscriptions
1 year, \$1.50 — 1000 votes	2000 votes
2 years, 3.00 — 2100 votes	4200 votes
3 years, 4.50 — 3300 votes	6600 votes
4 years, 6.00 — 4600 votes	9200 votes
5 years, 7.50 — 6000 votes	12000 votes
6 years, 9.00 — 7500 votes	15000 votes
7 years, 10.50 — 9100 votes	18200 votes
8 years, 12.00 — 10800 votes	21600 votes
9 years, 13.50 — 12600 votes	25200 votes
10 years, 15.00 — 14500 votes	29000 votes

SPECIAL PRIZES

Special prizes will also be awarded from time to time during the campaign. Watch next week's paper for the announcement of the first special prizes.

NOMINATION BLANK

Good for 5,000

I nominate M.....

Nominated by.....

Address.....

Only the first nomination ballot received for each candidate will count for 5,000 votes. The name of person making nomination will not be given.

For Further Information
Call, Write or Phone

The Sierra Madre News Campaign Department Phone Black 42
GEORGE R. SHEAN, Campaign Manager

THE SIERRA MADRE NEWS

GEORGE B. MOORE, Editor

An independent newspaper devoted to the development and to the dissemination of local news.
Official paper of the City of Sierra MadrePUBLISHED EVERY FRIDAY
Subscription \$1.50 Yearly, in advance.
Single copies 5 cents (50 cents per dozen)Entered as Second Class Matter at the Post Office at Sierra Madre, Cal., May 1, 1915.
Room G, KERSTING PLACE, Opposite Pacific Electric
Telephone Black 42 (Either System)

EDITORIAL CHAT

Time to Begin—

One of the most profitable investments Sierra Madre could make would be a public swimming pool. Someone remarks that the suggestion is belated, the bathing season being about over. Not so, it is just time to begin agitating for next year. While it is still warm the desirability of such an institution is fresh in our minds. The intervening time will be none too long to get action.

Pasadena, Pomona and many other inland towns have established plunges to their great profit. The enterprises were usually undertaken haltingly and with many misgivings, but their completion found them immediately so popular that enlarged facilities became necessary. The popularity of the little pool with its limited facilities in Canyon Park leaves no question of the place to be occupied in public popularity by a centrally located plunge with adequate equipment. There is no question but that nominal fees would pay running expenses and interest on investment.

Direct financial return from a swimming pool would be the least important item in its value. Every summer hundreds of families go to the beaches for outings varying in length from a day to three months. The thousands of dollars of good Sierra Madre money they take to spend elsewhere would be hard to compute. The actual figures would be startling. They would be so large that it would be worth great effort to retain even a small percentage for circulation in Sierra Madre. A good swimming pool would do more than any other one thing to accomplish that end. It would not make Sierra Madre over into a seaside resort, but it would remove one of the big incentives to draw Sierra Madre people and Sierra Madre money to the beaches.

The value of such a means of wholesome recreation to the community would be inestimable. It would be one of the big things to make life worth while in Sierra Madre. As a "booster" proposition it could not be beaten.

is a job for the Board of Association, city club and all other. Think about it, work for it, for its first projects the new town pro-

Pay for It—

Accepting charity is no disgrace until it becomes a habit, when it sometimes becomes a mild form of brigandage. If some people were given a roast turkey they would want to be paid for returning the platter.

Dangerous Man—

When Henry Ford started out to make automobiles the wise ones de-

clared he was crazy. When he got making money so fast he had to organize his own bank to keep it in, they changed their tune. They were satisfied with his intelligence as long as he was too busy making money to express his views on economic questions. But when he found leisure to express opposition to war, to favor free trade between all countries and to favor abolishing monopoly of natural resources, the wise ones began to call him an impractical dreamer. If he had not shown so much money-making ability they would call him crazy like they did in the beginning.

As Others See Us—

Elihu Root having retired from public office sees the sinfulness of a system of invisible government. Too bad he could not have looked in the mirror some years since.

Dead Easy—

Why is it that when some people have a secret to keep they have to get everybody in the neighborhood to help them on the job?

—G. B. M.

On the Job!
As a Digger I Shine!

I can dig up more opportunities for you in the garden of life than maybe you think. You dig into my want ad. columns and see.

News Liners

TO LET—Furnished cottage, 3 rooms and bath and sleeping porch. Apply 113 S. Hermosa Ave. 51*

YOUR NEXT MOVE, MR. OWNER
Want Sierra Madre homes for these:

Long Beach 6-room bungalow, \$3500, clear.

Long Beach 6-room bungalow, \$5000.
Long Beach corner, 7-room house, \$6500.

Long Beach East Side 9-room house, \$8000.

Los Angeles and other city homes, \$3500 and up, for Sierra Madre homes.

White—Exchange Specialist—Phone Lloyd E. Noble, 603 Grant Blk., L.A.

of Byplay

Luke McLuke

1915, the Cincinnati Enquirer

It the Truth!
the tailor when our pants pin;
the shoeman when our old and thin;
the hatter when our lids flout,
blame the laundry when wear out.
—Cincinnati Enquirer.

—L... ourselves at all when things go wrong and make us feel discouraged. Our luck was bad—we did not stand down. Our secret hearts we know that is Birmingham Age-Herald

Sid Wagon First to Experiment.
Sidney Wagon became intoxicated Saturday evening and tried to drive his yoke of steers to the postoffice, but failed on account of the door being too narrow. There have been many other complaints recently on account of the narrowness of the door at the postoffice.—From an Exchange.

Betcha!

This is a fact and not mere wit.
On any job, my son,
The men who are not doing it
Know how it should be done.

The Good Ship Luke McLuke.
Dear Luke—I see that you have a river steamboat named after you. I suppose the Luke McLuke will be used to carry corn to the large cities.—Marie Wagner, a Cincinnati Corn Fed.

The Home Team.

[In almost any old city.]

March, 1914.

This year they're sure to cop the race!
Take this from me! It ain't no brag!

October, 1914.

I knew the dubs would finish last!
The mutts are hopelessly outclassed!

March, 1915.

The old club certainly looks grand!
I'll bet first place is where we'll land.

It is Very Simple, Watson!

Dear Miss Grey—We notice that Luke McLuke says that a girl always has two good reasons for wanting expensive silk stockings. Now, we are at a loss to understand what he means by this, and we will appreciate it very much if you can tell us what is meant by this.

L. L. L. & J.

A.—Bless your pure hearts! I really dislike to enlighten you or draw a diagram of the joke, and it makes me feel terribly sophisticated and worldly wise to tell you that the two good reasons are a right reason and a left reason, both reasons especially apparent in rainy weather.—Louisville Herald.

Aw, Put on Another Record.

Luke McLuke, we love you dear,
For you always bring good cheer;
If you were sick from drinking beer—
Cut it out

If it was booze that brought you down,
Gave a taste that was dark brown,
Meet it with a heavy frown—
Get on the water wagon.

—Zanesville (O.) Signal.

Form in Line, Girls, Don't Shovel

Why shave yourself, ladies and gents, when Major Ed Teel can give you a nice, clean, easy shave with a painless amputation guarantee thrown in for the same price.—From an Exchange.

Luke McLuke Says:

Prayer is all right once in awhile. But the man who puts blisters on his hands gets more than the man who puts blisters on his knees.

Any undertaker will tell you that he would starve if he had to depend on

the men who are always yelping that they are working themselves to death. The brunettes are just as light headed as the blonds.

What has become of the old fashioned girl who used to get bed quilts and flannel petticoats for wedding presents?

Anyway, Adam didn't have to sit around at night and listen to Eve nagging that she wished she had some decent clothes to wear like other women. There isn't enough horsepower in the world to force a woman to do what she will do willingly after a little jollyng. About the only men who are living within their incomes are the fellows who are locked in by the guards every night.

You may imagine that the war in Europe is a calamity. But a real calamity is when the mother of five small children in a poor family is so sick that she can't get up and work.

Every now and then you will hear some big mouth yelping about a misstatement made by a newspaper. But if we were all as careful about what we say as the newspapers are there wouldn't be much trouble in the world. A dollar is a dollar, but somehow or other the dollar that you earn by hard work does you more good than the dollar you regard as easy money.

Father will bring a friend home to dinner with him, and he will meet the dog at the front door, and he will get so busy bragging about the dog that he will forget to introduce mother.

Tell a woman that she is pretty and she will want to kiss you. Tell a man that he is pretty and he will want to kill you.

Once in awhile a man who thinks he is born to command spills his beans by marrying a suffragette.

The man who has ten or eleven hairs on his dome always pities a baldheaded man.

THE USELESS.

A fowl searching for food found a precious stone.

"A great many people would be pleased to have this," he said, "but if I had all the jewels in the world I would willingly give them for one small barley corn."

He could eat the barley corn, you see, but the jewel, of course, was useless to him.

The best thing in the world is worth nothing to you if you have no use for it.—Aesop.

Words Ending in "Ough."

Note this list of words ending in ough, the pronunciation of the more obscure words being here added, so far as is ascertainable from the dictionaries: Messrs. Gough (gof), Hough (huf) and Clough (cluf), though tough enough, thought through the day that they would visit Mr. Brough (broo), who, having blcough (hickup) and a cough, lived in a clough (cluf or clou), with plenty of dough and a tame clough (chuf) kept near a plough in a rough trough hung to a bough over a lough (loch). At slough (sluf) of the bank into the slough (slew) injured his thoroughbred's hough (hock).—St. Louis Post-Dispatch.

BUILDING A LIFE.

To take into the inmost shrine of the soul the irresistible forces whose puppets we seem to be—death and change, the irrevocability of a vanished past, the powerlessness of man before the blind hurry of the universe from vanity to vanity—to feel these things and know them is to conquer them.—Bertrand Russell.

Plumbing
Paints
Glass
Hardware

Phone 98

Sierra Madre Hardware Co.

Herman R. Hertel Co.

41-47 North Raymond Ave. Phone Fair Oaks 407

Saturday is the LAST DAY
of Reorganization Sale

PLEASE COME EARLY

35c and 50c English Crepe and Voiles, yd.....25c	\$1 and \$1.25 Black Silk Taffeta, yard.....90c
25c and 30c Crepes and Voiles, yard.....15c	50c Onyx Lisle and Cotton Hose at, 3 pairs for.....
\$1 Genuine Shantung Pongee at, yard.....59c	Middy Waists are priced at, each.....50c
\$1.50 40-inch Crepe de Chine at, yard.....\$1.25	35c and 50c Puritan Collars, each.....25c

Silk Petticoats at 1/3 Less

Again We Call Your Attention
to These Silk Petticoats

They are the famous Stewart, Howe & May
and come in black, white and colors:

\$3.50 and \$3.75 Petticoats, at.....

\$5.00 to \$6.00 Petticoats, at.....

\$6.50 to \$7.50 Petticoats, at.....

NOTIONS

25c Shell Hair Pins, doz. 15c
50c Shell Hair Pins, doz. 25c

5c Cards Hooks and Eyes
10c Box Wire Hair Pins.....8c
All Sizes of Bias Lawn Tape
(12-yd.) pieces.....10c
Best quality Clark's Darning
Cotton, 3 spools for.....5c

Andrews & Hawk

Real Estate
Insurance

\$500.00 to Loan

Exchange 2

27

NEWS LINERS

Awnings and
Porch Curtains

Having installed a new power sewing machine especially designed for sewing such heavy materials as tents, awnings and auto tops we can now take care of all your needs in that line. We will take the measurements and make them up right in our own store.

Let us figure with you on your awnings for summer comfort

Bergien Brothers

Phone Main 136

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Floor P. E. Bldg., Los Angeles or P. E. Station, Pasadena.
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The NEWS - Job Printing